



Betsy Proctor, Global Head of Partnerships, Sweet

Betsy Proctor is Global Head of Partnerships at Sweet, a highly flexible NFT platform and marketplace used by top creators, sports, entertainment, and consumer brands worldwide. She works alongside brands such as Macy's, McLaren Racing, and the Cleveland Cavaliers as they seek to engage wider audiences by leveraging Sweet's NFT technology to

create immersive and gamified experiences. Betsy is a 20 year executive in the entertainment industry, with years of experience launching startups such as HurdI, a company specializing in live event data capture and personalized SMS marketing, and working with some of the most well-known artists, bands, and brands in the world.